



# Richard Smotherman

Marketing Generalist · Content · Video · Demand

Tampa, FL (Hybrid / Remote)

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Video-forward marketing generalist helping small teams drive traffic, leads, and pipeline without agencies

## WHAT I DO

- End-to-end video production (script > shoot > edit > publish)
- Content & lead magnets supporting full-funnel demand
- WordPress, SEO, landing pages, and conversion support
- CRM & email automation (HubSpot, Salesforce / Pardot)
- Analytics & performance tracking (GA4, YouTube Studio)

## EXPERIENCE SNAPSHOT

### **Digital Marketing Specialist** — *Abacode*

- Video, content, SEO, and email automation supporting pipeline growth
- Owned WordPress, YouTube, Vimeo, and campaign assets
- Supported brand growth through acquisition

### **Founder / Operator** — *Westchase Local Business Showcase*

- Built and sold a hyper-local print + digital marketing platform
- Closed clients, designed creative, managed production & distribution

### **Sales & Video Marketing** — *Elite Marketing*

- Video-driven sales assets, templates, and presentations
- Direct sales conversations and client support

## TOOLS

Adobe Creative Cloud · WordPress · HubSpot · Salesforce/Pardot · GA4 · SEMrush · Yoast · YouTube Studio



## SELECTED IMPACT

- Reduced reliance on outside vendors by owning in-house video production
- Supported inbound traffic and lead growth through content + SEO
- Built repeat advertisers and long-term client relationships
- Supported demand programs tied to pipeline

## VIDEO & CONTENT CAPABILITIES

- On-camera & voiceover production
- YouTube optimization & publishing
- Short-form, long-form, and sales-enablement video
- Blogs, landing pages, lead magnets, email sequences

## ADDITIONAL EXPERIENCE

Creative Director · Senior Graphic Designer · Art Director (Agency & In-House roles)

## EDUCATION

Bachelor of Fine Arts (BFA)  
Center for Creative Studies — Detroit, MI

PORTFOLIO  
&  
DEMO REEL

